



FOR IMMEDIATE RELEASE

Professional Social Networks, Inc. Launches First Professional Social Network for Chief Information Officers

Melville, NY – January 15, 2008 – Professional Social Networks, Inc. today announced the launch of CIOZone™ (www.ciozone.com), the first professional social network for chief information officers (CIOs).

Information technology (IT) business executives with the need to connect and interact with one another to ensure the success of their companies and their careers finally have a solution that works for them. The newly launched Web site, www.ciozone.com, will serve as the platform to encourage, facilitate and foster connections between chief information officers who need to network with their peers to learn about new trends, solve critical management and technology problems and, most important, exchange ideas and experiential learning.

According to John McCormick, Chief Content Officer of CIOZone, "The CIOs I speak with day in and day out have been asking for this kind of connection and community for years, and while the desire to help them was there, we didn't have the means to do it before now. The proliferation and acceptance of social networking in the professional arena allows us to finally be able to meet the needs of our audience in a way that no one has ever been able to do before."

The market has been overwhelmingly receptive and CIOs like Steve Bozzo of 1-800-Flowers.com are eager to participate. "It's exciting to be able to interact with other CIOs on demand," said Bozzo. "The platform will make it easy to learn, network and maintain relationships with peers."

In addition to the professional social, or ProSocial™, networking aspect of the site, CIOZone is powered by an award-winning team of business and technology editors as well as content partnerships with a number of respected organizations including Forrester Research, Robert Half Technology and Columbia University CIO Mentoring program. CIOZone will air an exclusive video interview with Dr. Arthur Langer of the Columbia CIO Mentoring program in late January.

CIOs and other high level business technology leaders can register to join the network at www.ciozone.com.

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About Professional Social Networks, Inc.™

Professional Social Networks, Inc. is the first international provider of interactive business networks, providing online meeting places that function as the universal rallying point for today's high-powered business and industry leaders.

Professional Social Networks is a grass roots business to business media and marketing services company. Professional Social Networks links buyers with sellers inside professional environments through the fusion of professional social ProSocial™ networking and interactive technologies.

About CIOZone™

CIOZone™ is the first and only ProSocial™ Network for CIOs. It is an online, interactive meeting place for high-level chief information officers in which open discussions can freely take place and CIOs are encouraged to share experiential learning with their peers. CIOZone melds expert content, industry information, research and analysis together with user-generated content inside a community, brought and held together through the stewardship of trusted content providers.

CIOZone strives to create a highly interactive and immersive experience in which users not only become active participants in their community, but also take on the role of custodial guardians of their community, for the collective benefit of all IT professionals. CIOZone supports and practices the philosophy of professional philanthropy.

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